TOP TOURISM TRADE SHOW TO GET TASTE OF THE TERRITORY

25 April 2013

Tourism and Major Events Minister Matt Conlan will join 22 tourism businesses from across the Territory at the largest international travel trade show in the southern hemisphere on Friday.

Mr Conlan said the annual Australian Tourism Exchange (ATE) brings Australian tourism businesses together with airlines and tourism distributors from around the world.

“Growing the Territory’s tourism industry is an absolute priority of the Country Liberals Government and a strong ATE delegation is important to our success,” Mr Conlan said.

“The four day event gives our local operators the opportunity to provide existing clients with product and pricing updates, gather market intelligence to develop new and improved experiences, meet with international buyers and negotiate new contracts.

“Around 40 international and 25 Australian media outlets will also attend the ATE helping to sell the Territory as a travel destination to millions of people around the world.

“The Northern Territory Government has implemented a number of new initiatives and marketing strategies since August last year in an effort to turn around 11 years of declines in visitation under the Labor Government and the ATE will help us capitalise on this work.

“The Country Liberals Government is also committed to developing Northern Australia and as such I’m pleased our regions will be well represented at the ATE with operators from Alice Springs, Ayers Rock, the Katherine region, Kakadu and Arnhem land as well as Darwin.”

Minister for Business David Tollner said the Territory Government is committed to building a bigger economy and exchanges such as these were extremely important.

“Our tourism industry accounts for 12 per cent of the Territory’s jobs – this is jobs for around 14,000 people – a significant number,” Mr Tollner said.

“Events like the Australian Tourism Exchange go a long way towards raising the profile of our businesses globally and I’m delighted to see 22 of our local businesses will be represented in Sydney and an additional 20 national tourism companies will be promoting their NT tourism product.
“The Territory Government is dedicated to helping our tourism industry grow through our business support programs, including the Tourism Enhancement Fund and the Trade Support Scheme (TSS).

“I am pleased to report that the Territory Government helped several eligible NT businesses with the cost of attending ATE through the TSS.”

The following NT businesses will be in the ‘NT alley’ at ATE: Aurora Hotels Resorts Attractions, Brookes Australia Tours, Crocosaurus Cove, Darwin Central Hotel, Davidsons Arnhemland Safaris, Glen Helen Resort, Lasseters Hotel Casino, Lord’s Kakadu and Arnhemland Safaris, Maruku Arts, , Cicada Lodge/Nitmiluk Tours, Northern Territory Indigenous Tours, Orion Expedition Cruises Pty Ltd, SEIT Outback Australia, Seven Spirit Bay Eco Wilderness Resort, SKYCITY Darwin, Skytour Air Safaris, Travel North, Uluru Camel Tours, Venture North Australia, Waratah Adventure Tours, Wayoutback Australian Safaris and Wildman Wilderness Lodge.

The ATE runs from 26-30 April and is attended by buyers from Japan, North Asia, South East Asia, India and the Gulf countries, Europe, the Americas, Africa, New Zealand and the South Pacific.

Mr Conlan will also attend a meeting of all State and Territory Tourism Ministers at the ATE in Sydney on Friday.

Media Contact:
Lisa Andrews (Minister Conlan) 0401 579 963
Georgia McCabe (Minister Tollner) 0438 384 506